



اُنِيْوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka

UNIVERSITI TEKNOLOGI MARA

**REBRANDING LOGO DESIGN ON
HASHTAG LAPAR CAFE**

NURZAHIRA BINTI AHMAD ZANIDDIN 2020983647

Bachelor's degree (Hons) in Graphic Design

Faculty of Art & Design

February 2022

TABLE OF CONTENTS

TABLE OF CONTENTS	vi
CONFIRMATION BY EXAMINER	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Objectives	2
1.4 Significance of study	3
CHAPTER TWO: LITERATURE REVIEW	4
2.1 Introduction	4
2.2 Logo Rebranding	4
2.3 The importance of brand identity	5
2.4 How logo identity creates values for branding	5
2.5 Conclusion	6
CHAPTER THREE: RESEARCH METHODOLOGY	7
3.1 Introduction	7
3.2 Research Design	7
3.3 Questionnaire	7
3.4 Conclusion	8
CHAPTER FOUR: FINDINGS AND DISCUSSION	9
4.1 Introduction	9
4.2 Questionnaire	9
4.2.1 Demographics	11

CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Nurzahira Binti Ahmad Zaniddin on her Bachelor Degree (Hons) in Graphic Design thesis entitled Rebranding logo design on Hashtag Lapar Cafe in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Mohd Zaki Bin Mohd Fadil
Senior Lecturer
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
(Internal Examiner)
Date: 6 February 2022



Azahar Harun, PhD
Assoc. Prof. Dr.
Academic Writing Coordinator
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
Date: 6 February 2022

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nurzahira Binti Ahmad Zaniddin
Student I.D. No. : 2020983647
Programme : Bachelor Degree (Hons) in Graphic Design- AD241
Faculty : Art & Design
Thesis Title : Rebranding logo design on Hashtag Lapar Cafe

Signature of Student:

Date: February 2022

ABSTRACT

Hashtag Lapar is a café that serves western food that suits the taste of Malaysians. This article discusses the use of various graphic components to create a unique structure logo of Hashtag Lapar Cafe. To develop a logo, it is necessary to have an extensive understanding of graphics, color theory, geometric forms, and communication. A logo must convey a great deal in a few parts. It is not a metaphor for the company. It is a distinguishing feature that displays a company's views and ideals. It's tough to develop a process for designing a logo on its own. By mastering these aspects, an individual may develop unique logos. Additionally, I attempted to complete a logo design devoted to visual strategy. This article also discusses the significance of a logo as a visual element that serves as a foundation for company identity. A logo is a visual identification vector that plays a role in a company's communication strategy. It is about a business's signature. That is why it is critical to be able to establish harmony between colors and forms inside the logo world. The aims of this study are to investigate rebranding the logo on Hashtag Lapar and to understand more about the concept and signature of this café. About whether a company will run smoothly without a brand and identity and how it will affect a new audience. Thus, this research will accomplish a new look and concept of Hashtag Lapar café to collect data for this research in an orderly and methodical manner. Also, to get additional knowledge, references will be made from online resources. Based on the reference, we can assess the logo's strengths and flaws and create a more suitable design that fits the Hashtag Lapar cafe's idea and identity.